

Fly RC MAGAZINE

2010 RATE CARD

Give your advertising the most exposure with *Fly RC*, the number one selling RC model airplane magazine at newsstands and major retailers throughout the United States. With more readers and more pages dedicated to product reviews than any of its competitors, *Fly RC* gives your products the maximum impact in the marketplace.



We keep the market growing by attracting new readers through aggressive retail circulation programs with the top U.S. magazine distributor and by providing a variety of compelling content across all areas of interest. We also support and serve the hobby shops that carry our magazine, including HobbyTown USA, where *Fly RC* is part of the mandatory stock-up order for new stores.



Fly RC packs each issue with the latest park, backyard and indoor flyers, helicopters, the hottest build-up kits, larger scale flying-field aircraft, well-illustrated how-to's and plans. All of *Fly RC*'s extensive editorial content is complemented by powerful photography and exacting

production standards that give the magazine a great look and feel.

Supporting the RC airplane hobby is a significant part of *Fly RC*'s mission, and this doesn't end with attracting new readers at the newsstand and providing great product and event coverage. By sponsoring and covering a number of high-profile events, *Fly RC* gives modelers a chance to show and grow their skills. *Fly RC* has been a primary sponsor of both the Florida Jets and Top Gun events since 2004 and added the EF Expo to its list in 2008.

We invite you to contact our advertising sales team to learn more about *Fly RC* and to develop a customized advertising program for your products in this industry-leading publication.

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Ad Rates

SIZE	1X	6X	12X
Full pg.	\$1,890	\$1,770	\$1,590
2/3 pg.	\$1,530	\$1,410	\$1,225
1/2 pg.	\$1,350	\$1,170	\$1,035
1/3 pg.	\$1,100	\$915	\$795
1/4 pg.	\$855	\$670	\$580
1/6 pg.	\$605	\$460	\$370
1/12 pg.	\$370	\$215	\$185

FULL PAGE	2/3	1/2	1/3 OR LESS
Four-color:			
\$500	\$350	\$300	\$200
Black+1 process color:			
\$200	\$175	\$135	\$100
Black + 1 PMS color match:			
\$300	\$300	\$300	\$300

Rates effective with February 2010 issue

Closing Dates

ISSUE	CLOSING	DUE DATE	ON SALE
Jan. 10	09/25/09	10/02/09	11/10/09
Feb. 10	10/23/09	10/30/09	12/08/09
Mar. 10	11/20/09	11/27/09	01/05/10
Apr. 10	12/18/09	12/23/09	02/02/10
May 10	01/22/10	01/29/10	03/09/10
Jun. 10	02/19/10	02/26/10	04/06/10
July 10	03/19/10	03/26/10	05/04/10
Aug. 10	04/23/10	04/30/10	06/08/10
Sept.10	05/21/10	05/28/10	07/06/10
Oct. 10	06/25/10	07/02/10	08/10/10
Nov. 10	07/23/10	07/30/10	09/07/10
Dec. 10	08/20/10	08/27/10	10/05/10

CALL (203) 431-7787, ext.101, EMAIL sales@flyrc.com

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Specifications

Media CD-ROM (CD-recordable)
650MB/74 min. or 700MB/80 min.

Email files up to 15MB to
bobbijob@maplegatemediagroup.com
FTP If you have an FTP site, please
provide address for file retrieval.

Platform PC/Windows

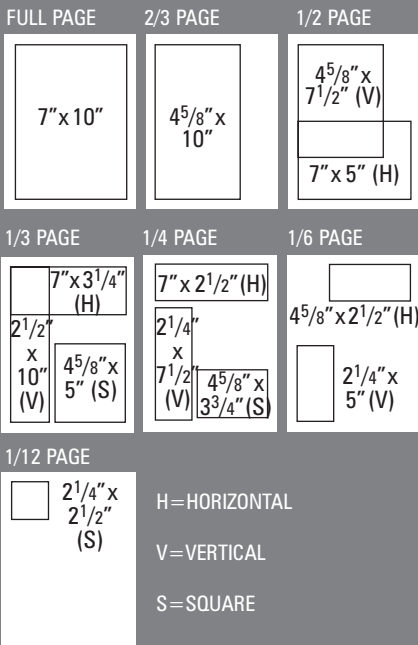
Software **Quark Xpress** 5.01 to 4.0
(for Mac or PC) **Adobe Photoshop** 7.0-4.0
(for Mac or PC) **Acrobat** 5.0 and up
We can only accept programs that export
composite postscript.

Image High-resolution PDF/X-1a
preferred. We also accept flattened TIFF, and
EPS. Please embed or include all fonts used in
application files. All image files must be set to
300 dpi. Image files must be Photoshop com-
patible. All color image files must be set up to
CMYK. Please do not use jpeg encoding.

Font Please include all screen and printer
(postscript Type 1) fonts. True type fonts are
not recommended. We will follow up with you
if fonts are not submitted. However, if fonts
remain unavailable, Maplegate will select a
font replacement.

Proofs A Proof must be delivered
regardless of media—digital or standard.
Please submit Contract Proofs if color is
critical. Laser printouts will not be accepted as
Proofs for color. Laser printouts will be used to
confirm content only. Maplegate cannot
accept responsibility for reproduction
problems or file corruptions associated with
ads not accompanied by a Proof.

Dimensions



Trim size: Please set full-page ads to publica-
tion trim size of 8x10⁷/₈"

Bleed: 1/8 inch on all four sides. Allow 3/8 inch
safety from trim on all sides for live matter.

Policies

■ All advertisements accepted by
the Publisher are published on the
understanding that the advertiser and/or
advertising agency is properly authorized
to publish the entire contents and subject
matter thereof.

■ All copy, text, and illustrations are
subject to the Publisher's approval
before execution of order. We reserve
the right to omit or decline advertising
for any reason at any time.

■ When changes in copy are not
received by the closing date, copy run in
previous issues will be inserted for those
clients earning contract/frequency
discounts.

■ Ads canceled after the published
closing deadline will be charged.

■ The Publisher assumes no liability for
copy received after the closing date.

■ All contracts are accepted with the
provision that rates are subject to
change.

■ In consideration of the magazine's
acceptance of such advertisements for
publication, the agency and the advertiser
will indemnify and hold harmless the
magazine and its officers, employees, and
agents against all loss, liability, damage,
and expense of whatsoever nature arising
from the copying, printing, or publishing
of its advertisement, including, without
limitation, reasonable attorneys' fees
resulting from claims or suits for libel,
violation of rights or privacy, plagiarism,
and copyright or trademark infringement.

■ The Publisher shall not be responsible
for any liability whatsoever for any failure
to publish or circulate all or any issues of
the magazine because of strike, work
stoppage, accident, act of God or any
other circumstance not within the
Publisher's control.

■ Unintentional or inadvertent failure by
the Publisher to publish advertising
matter invalidates the insertion order for
such matters but does not constitute a
breach of contract or otherwise subject
the Publisher to any liability whatsoever.

■ The Publisher shall not be liable for
any error in the Advertiser Index.

■ The Publisher shall have the right to
hold the Advertiser and its agency liable
for such monies as are due and payable
to the Publisher for advertising ordered
and published by either the Advertiser or
its agency.

■ The Publisher reserves the right to—
without prior notice—suspend application
of these policies, to amend any policy, or
to create any new policy.

General Info

■ "Publisher" means Maplegate Media
Group.

■ Advertising agencies receive a 15%
commission on space charges only if paid
within 30 days of invoice. This applies
only to recognized members of the AAAA
professional advertising agencies.
Production charges and color are
non-commissionable.

■ All invoices due net 30 days, with a
2% cash discount only if paid within 10
days of invoice date.

■ New advertisers must include full
payment with first three insertion orders
to establish credit.

■ The Publisher may refuse ads that do
not relate to the material covered in the
magazine.

■ Reprinted articles are available from
the magazines. Inquire for additional
information, technical specifications and
charges. Reprints must carry the
magazine name and have approval from
the Publisher.

Submitting ads

Email to: ads@maplegatemediagroup.com
Or mail to:

Advertising Department
Maplegate Media Group
650 Danbury Road
Ridgefield, CT 06877

Ad material not used after 12 months will be
destroyed.

Inserts: Rates, specifications and availability
on request. Please contact your advertising
sales representative for details.

Editorial Policy

Maplegate's editorial philosophy is based
on journalistic independence, profession-
alism and a commitment to accurate, fair
and unbiased reporting of radio control
industry news. Product evaluations and
technical recommendations will be based
on conscientious, factual reporting and
careful analysis. Maplegate editors
promise absolute confidentiality with
respect to product information gathered
in the course of developing magazine
content and will sign confidentiality
agreements upon request. Maplegate
editors will not share product or industry
information with corporate affiliates or
third parties. All products submitted for
review are owned by Maplegate and not
by the editors individually.

**To make advertising reservations, please
contact the Advertising Sales Department at
(203) 431-7787, ext.101, email sales@flyrc.com.**